



03-C -0491

CITY OF ATLANTA

SHIRLEY FRANKLIN
MAYOR

55 TRINITY AVENUE, S.W.
ATLANTA, GEORGIA 30335-0300
TEL (404) 330-6100

March 17, 2003

President Cathy Woolard and
Members of Atlanta City Council
City Hall, Suite 2900 South
68 Mitchell Street SW
Atlanta, Georgia 30335

RE: Appointment to the Judicial Commission

Dear President Woolard and Members of the Council:

It is a pleasure for me to appoint **Constance Barkley-Lewis** to serve as a member of the **Judicial Commission** of the City of Atlanta. This appointment is for a **term of four (4) years**, scheduled to begin on the date of Council confirmation.

I am confident that Ms. Barkley-Lewis will serve the Judicial Commission with distinction. A resume is attached for your perusal.

Sincerely,



Shirley Franklin

CONFIRMED BY

APR 21 2003

COUNCIL

CONSTANCE BARKLEY-LEWIS

111 Habersham Valley Road, NW, Atlanta, Georgia 30305
Constanceblewis@aol.com (404) 365-8318

SUMMARY

Innovative, dynamic marketing executive with consistent record of success using strategic marketing to build businesses and brands. Motivational leader with proven ability to develop highly productive teams, meet and exceed business goals, develop creative on strategy and on budget, and manage complex management structures. Creative visionary with proven ability to develop breakout marketing and advertising programs, motivate diverse groups, and communicate effectively across multiple management levels.

PROFESSIONAL EXPERIENCE

STIR, Atlanta, GA

2002-present

Business consulting practice focused on Strategy-Tactics-Innovation-Results

Clients include Galtere International Fund, Kenner Investments, iReadyWorld, Faberge Arts Foundation.

TBS SUPERSTATION, Atlanta, GA

1993- 2001

Most-watched basic cable entertainment network (81MM subscribers); division of AOL Time Warner

Senior Vice President of Marketing(1998-2001). Head of Marketing Department, reporting to network President. Responsible for all trade and consumer marketing strategy and execution, creative development, media placement, website strategy, and budget development. Managed staff of 31, including three Vice Presidents, in administration of \$30 MM annual budget.

- Created first comprehensive budget first year in position tied to revenue goals, resulting in 30% increase in marketing budget and generating largest increase in ratings and rankings in five years.
- Developed and executed positioning and marketing strategy for first integrated branding campaign, resulting in ratings increases across all key demographics.
- Revamped staff in first year by identifying peak performers, hiring high caliber talent from outside of industry, and assisting others in finding more suitable roles, leading to development of publicly acknowledged high performance marketing team.
- Directed website strategy and redesign with enhanced television focus, generating \$800K incremental revenue in 2000-2001, becoming only break-even website in Turner Entertainment.
- Created promotional programs generating \$40MM or 10% incremental revenue in first year.
- Developed and executed launch strategy and marketing campaigns for first TBS Original Movies, leading to highest rated original movies in cable for two consecutive years.

Vice President of Entertainment Marketing(1997- 1998). Established marketing objectives and strategies for all entertainment product on the Superstation with staff of seven and off channel budget of \$11MM.

- Changed method of assigning on-air promotion value, generating incremental \$5MM annually.
- Conceived and sold merchandising concepts to extend #1 cable franchise *Dinner & a Movie*, including home video series, CD Rom, and Super Chef Cookoff resulting in incremental Ad Sales and Public Relations opportunities valued at \$30 million.
- Supervised development of trade and consumer campaign for first Superstation World Broadcast Premiere, garnering largest audience for any movie on cable to date.
- Launched WCW Thunder wrestling series, highest-rated series debut on cable to date.

Vice President of Marketing , TBS Originals(1996 - 1997). Responsible for launch of TBS Destination Sunday, biggest launch of a TBS franchise with staff of three and off channel budget of \$6MM.

- Developed cable operator incentive programs to leverage marketing funds, with 10-1 ROI.
- Developed first network educational outreach opportunities resulting in multi-million dollar donations to marketing partners including Centers for Disease Control and Survivors of the Shoah Visual History Foundation.

Director of Marketing, TBS Originals(1995 -1996). Responsible for developing positioning and marketing strategy, promotional tie-ins, media plans and advertising for high profile TBS original productions including National Geographic EXPLORER and documentaries. Managed staff of three.

- Developed, pitched, and sold first National Geographic sales promotion to Discover Card as first promotion to run across all Turner networks and on broadcast networks garnering 1500% ROI.
- Developed and sold in first underwriting sponsorships for TBS Originals to Fortune 500 companies, creating new network non-media revenue stream and increasing promotional opportunities.

Director of Marketing(1993 -1995). Responsible for creating proactive sales promotions as strategic marketing tools. Designed and implemented marketing plans for Original Productions, sitcoms and series.

TURNER INTERNATIONAL, Atlanta, Georgia

1992-1993

Director of Creative Services(January 1993 - June 1993). Developed marketing strategy for international products. Directed creative development of sales materials, consumer and trade advertising, and special events.

Manager of Special Projects(August 1992 - January 1993). Created first marketing plan for Turner International in Africa, resulting in 20% increase in sales over annual goal by mid-year. Implemented first CNN International campaign to respond to BBC competitive positioning.

METROPOLITAN AREA COMMITTEE, New Orleans, Louisiana

1984-1989

Executive Vice President(1987 - 1989). Directed staff of seven and volunteer corps of 600 for leadership organization representing heads of business, labor, academic, and religious communities. Raised annual budget of \$400,000 in private funds. Coordinated advocacy campaigns in government finance, education, human relations, and leadership development.

Founding Director, MAC Education Foundation(1984 - 1987). Wrote initial grant and secured \$800K in private funds over three years to establish organization. Increased business and community support of public education resulting in first successful school millage campaign in ten years. National Consultant to the Public Education Fund and member of the Ford Foundation Mathematics Collaborative Development Committee.

INTERNSHIPS

PROCTER & GAMBLE, Cincinnati, Ohio (Summer 1990). Directed multi-functional team investigating new product size introduction. Developed Professional Program. Designed and executed multi-brand promotion.

LEO BURNETT, INC., Chicago, Illinois (Summer 1990). One of 38 nationwide MBA students selected as intern. Developed creative campaign for Miller High Life.

EDUCATION

MBA, The University of North Carolina, Chapel Hill, North Carolina, 1991

First recipient of Leo Burnett Marketing Fellowship; Student Government Vice President; Organizer 1991 Unity Tour.

BA-English, The University of North Carolina, Chapel Hill, North Carolina, 1983

Shanghai Foreign Language Institute, People's Republic of China, Summer 1993

Fellowship to study Chinese language and culture. First female fellow to return via trans-Siberian railroad.

Professional Affiliations and Awards

- Women in Cable & Telecommunications Betsy Magness Leadership Program 1998.
- Leadership Atlanta Class of 1998.
- Author, Fairy Garden, Andrews McMeel Publishing, 1998.
- Board of Directors, Margaret Mitchell Restoration Project, 1996 - present.
- Board of Directors, Georgia Center for Children, 1999 - present. Auction Chairperson 2000.

RCS# 4628
4/21/03
3:31 PM

Atlanta City Council

Regular Session

MULTIPLE

03-C-0489; 03-C-0490
03-C-0491; 03-C-0492; 03-C-0493; 03-C-0494
CONFIRM

YEAS: 12
NAYS: 0
ABSTENTIONS: 0
NOT VOTING: 3
EXCUSED: 0
ABSENT 1

Y Smith	Y Archibong	Y Moore	NV Mitchell
Y Starnes	Y Fauver	NV Martin	Y Norwood
NV Young	Y Shook	Y Maddox	Y Willis
Y Winslow	Y Muller	Y Boazman	B Woolard

MULTIPLE

03-C-0491

(Do Not Write Above This Line)

A Communication by Mayor
Shirley Franklin:

Appointing Constance Barkley-
Lewis to serve as a member of
the Judicial Commission of
the City of Atlanta. This
appointment is for a term of
four (4) years, scheduled to
begin on the date of Council
confirmation.

CONFIRMED BY

APR 21 2003

COUNCIL

First Reading

Committee _____
Date _____
Chair _____
Referred To _____

PSA Committee

4/17/03 Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Refer To

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Refer To

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Refer To

CERTIFIED

FINAL COUNCIL ACTION
☐ 2nd ☐ 1st & 2nd ☐ 3rd
Readings
☐ Consent ☐ V Vote ☐ RC Vote

CERTIFIED
APR 21 2003

COUNCIL PRESIDENT PROTOM

CERTIFIED
APR 21 2003

Shirley Franklin
MUNICIPAL CLERK

MAYOR'S ACTION

- ☐ CONSENT REFER
- ☐ REGULAR REPORT REFER
- ☐ ADVERTISE & REFER
- ☐ 1st ADOPT 2nd READ & REFER
- ☐ PERSONAL PAPER REFER

Date Referred 3/17/03

Referred To: Common Council + PS

Date Referred

Referred To:

Date Referred

Referred To: